

PAOC Distance Learning Study Guide

Module: Crisis Communications

This study guide is designed to help you organize and retain the information presented in this module. We encourage you to take notes as you proceed through the succeeding lessons, and to refer to them before you take the on-line examination on this material.

Lesson 1: Definitions

An issue is defined as...

Two types of issues are:

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What is the difference between them?

An emergency is defined as...

Some examples of emergencies include:

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A crisis is defined as...

A crisis is driven by the following factors:

- 1.
- 2.
- 3.

To determine whether an issue or an emergency has the potential to reach crisis proportions, you should consider:

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The effects of a crisis may include:

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Lesson 2: Identify PA objectives and responsibilities

As a Public Affairs representative your three main objectives are to:

- 1.
- 2.
- 3.

At the scene of an accident or incident, you should:

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The four step process for releasing the maximum amount of unclassified information with the minimum amount of delay is as follows:

- 1.
- 2.
- 3.
- 4.

Lesson 3: Managing emergency and crisis communications

The best way to prevent a crisis is to prepare for one. What are some ways that you can prepare for a potential crisis before it happens?

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When a crisis occurs, what are some important questions that you may be expected to answer by the media:

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List some of the tools for facilitating efficient communication with the media:

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As a PAO, what should you focus on in the aftermath of a crisis?